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Amendments to Claims

1-12 Canceled.

13. (Currently Amended) A method of making magazines which include a pop-up structure wherein a pop-up piece is operatively attached between facing pages, which method comprises:

printing a plurality of signatures on a web fed press, which signatures each include at least two pairs of consecutively numbered or designated pages which are designed for assembly to create a magazine,

conveying said signatures along a path as a part of the assembly of a magazine,

providing a plurality of similar flat pop-up pieces at a location adjacent said path, which pieces that are die-cut single sheets and carry indicia relevant to advertising that appears on one of said consecutive pages and also carry pressure-sensitive adhesive on a front surface,

placing one of said pieces upon a specific location on each specific page bearing such advertising as the signature including that page is traveling along said path, which location is spaced from any edge of said page, and adhesively securing a rear surface of a base section of said piece thereto,

positioning an additional one of said signatures which contains a page having a page that is consecutive with said specific page in juxtaposition therewith so that there is adhesive thereto at the location of said pressure-sensitive adhesive,

completing the assembly of said magazine,

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whereby said pop-up piece becomes adhesively attached between two facing consecutive pages to form a pop-up structure such that, when a recipient of the magazine opens same to spread said consecutive two pages, said pop-up piece assumes an attention-attracting three-dimensional configuration in direct association with said specific page having said relevant advertising printed thereupon.

14. (Original) The method of claim 13 wherein said piece carries said pressure-sensitive adhesive a release coating at separate regions of said front surface and said pieces is fed from a Z-folded stack arrangement.

15. (Original) The method of claim 14 wherein said signatures are part of a continuous web traveling longitudinally when said pop-up pieces are placed thereupon, which web is severed transversely only after said piece is secured to said facing pages.

16. (Original) A magazine which includes a pop-up structure wherein a pop-up piece is operatively attached between facing pages when made by the method of claim 15.

17. (Original) A method of making magazines which include a pop-up structure wherein a pop-up piece is operatively attached between facing pages, which method comprises:

printing a plurality of signatures which each include at least two pairs of consecutively numbered or designated pages and which are designed for saddle assembly to create a magazine, at least one specific page of which carries particular advertising,

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conveying said signatures along a path as a part of ultimate saddle assembly of the magazine,

providing a continuous strip that is formed of a plurality of flat single-sheet pop-up pieces, interconnected head-to-tail, at a location adjacent said path, which pieces carry indicia related to said particular advertising and carry pressure-sensitive adhesive on a front surface thereof,

adhesively securing a rear surface of one said piece upon a specific location on said specific page spaced from any edge as that page is traveling along said path,

positioning an additional one of said signatures which carries a page that is consecutive therewith in juxtaposition therewith so that said front surface of said piece becomes attached thereto at a location spaced from any edge of said pages as a result of adherence of said pressure-sensitive adhesive, and

completing the assembly of said magazine wherein all the signatures are folded about said additional signature,

whereby said pop-up piece is adhesively attached between said two facing consecutive pages to form a pop-up structure such that, when a recipient of the magazine opens same to spread said two pages, said pop-up piece assumes an attention-attracting three-dimensional configuration in association with said specific page printed with said related advertising.

18. (Original) The method of claim 17 wherein a leading piece from said continuous strip is burst therefrom and adhesive is applied to said rear surface of said piece immediately prior to its being secured at said specific location.

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19. (Currently amended) The method of claim 18 wherein said continuous strip also carries regions of release coating on said front surface of each piece and is fed from a Z-folded stack arrangement to a device located along said path ~~the~~ that effects the bursting, gluing and placing of said leading piece.

20. (Withdrawn) A magazine which includes a pop-up structure wherein a pop-up piece is operatively attached between facing pages when made by the method of claim 19.

21. (New) A method of making magazines which include a pop-up structure wherein a flat single-sheet pop-up piece is operatively attached between facing pages, which method comprises:

printing a plurality of signatures which each include at least two pairs of consecutively numbered or designated pages and which are designed for saddle assembly to create a magazine, at least one specific page of said pairs carrying particular advertising,

conveying said signatures along a path as a part of ultimate saddle assembly of the magazine,

at a location adjacent said path, providing a continuous strip that is formed of a plurality of flat single-sheet pop-up pieces, interconnected head-to-tail, which pieces carry indicia related to said particular advertising and carry pressure-sensitive adhesive on front and rear surfaces thereof,

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adhesively securing one adhesive-bearing surface of one of said pieces at a specific location on the one page or the facing page consecutive therewith as that page is traveling along said path,

positioning an additional one of said signatures which carries the other page of the two consecutive pages in juxtaposition therewith so that said other surface of said piece becomes attached thereto a result of adherence of said pressure-sensitive adhesive on the other surface of said piece, and

completing the assembly of said magazine wherein all the signatures are folded about said additional signature,

whereby said pop-up piece becomes adhesively attached between said two facing consecutive pages to form a pop-up structure such that, when a recipient of the magazine opens same to spread the two pages of said one pair, said pop-up piece assumes an attention-attracting three-dimensional configuration in association with the printed related advertising.

22. (New) The method of claim 21 wherein said piece is secured to said one page at a location spaced from any edge thereof

23. (New) The method of claim 21 wherein said pieces in said continuous strip are stored in facing contact with one another and both said surfaces of each piece carry regions of release coating located to abut said pressure-sensitive adhesive on a facing piece and wherein a leading piece from said continuous strip is burst therefrom prior to its being secured at said specific location.

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24. (New) The method of claim 23 wherein said continuous strip is fed from a Z-folded stack arrangement to a device located along said path that effects the bursting and placing of said leading piece.

25. (New) A magazine which includes a pop-up structure wherein a pop-up piece is operatively attached between facing pages when made by the method of claim 21.